



# Market Profile

3201 N Midland Dr, Midland, Texas, 79707  
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM  
Latitude: 32.01462  
Longitude: -102.14154

	1 mile	2 miles	3 miles
<b>Population Summary</b>			
2010 Total Population	17,151	45,023	75,569
2020 Total Population	16,220	47,580	83,704
2020 Group Quarters	208	339	625
2023 Total Population	16,825	48,631	85,834
2023 Group Quarters	207	338	614
2028 Total Population	17,057	50,066	88,643
2023-2028 Annual Rate	0.27%	0.58%	0.65%
2023 Total Daytime Population	13,712	44,192	73,319
Workers	6,325	23,255	35,576
Residents	7,387	20,937	37,743
<b>Household Summary</b>			
2010 Households	7,302	18,606	29,818
2010 Average Household Size	2.31	2.40	2.51
2020 Total Households	6,630	18,446	31,497
2020 Average Household Size	2.42	2.56	2.64
2023 Total Households	6,825	18,846	32,403
2023 Average Household Size	2.43	2.56	2.63
2028 Total Households	6,976	19,524	33,685
2028 Average Household Size	2.42	2.55	2.61
2023-2028 Annual Rate	0.44%	0.71%	0.78%
2010 Families	4,434	12,143	20,235
2010 Average Family Size	2.93	2.98	3.07
2023 Total Families	3,849	11,732	21,204
2023 Average Family Size	3.25	3.30	3.30
2028 Total Families	3,917	12,142	22,015
2028 Average Family Size	3.23	3.28	3.28
2023-2028 Annual Rate	0.35%	0.69%	0.75%
<b>Housing Unit Summary</b>			
2000 Housing Units	7,393	17,889	28,746
Owner Occupied Housing Units	44.7%	53.9%	58.5%
Renter Occupied Housing Units	41.4%	35.0%	31.4%
Vacant Housing Units	13.9%	11.1%	10.1%
2010 Housing Units	7,808	19,867	31,601
Owner Occupied Housing Units	46.7%	57.0%	62.0%
Renter Occupied Housing Units	46.9%	36.7%	32.3%
Vacant Housing Units	6.5%	6.3%	5.6%
2020 Housing Units	8,014	21,540	36,004
Vacant Housing Units	17.3%	14.4%	12.5%
2023 Housing Units	8,242	22,094	37,166
Owner Occupied Housing Units	41.7%	53.8%	58.9%
Renter Occupied Housing Units	41.1%	31.5%	28.3%
Vacant Housing Units	17.2%	14.7%	12.8%
2028 Housing Units	8,472	22,976	38,779
Owner Occupied Housing Units	42.1%	54.1%	59.2%
Renter Occupied Housing Units	40.3%	30.9%	27.7%
Vacant Housing Units	17.7%	15.0%	13.1%
<b>Median Household Income</b>			
2023	\$67,346	\$89,013	\$94,141
2028	\$75,487	\$101,530	\$104,085
<b>Median Home Value</b>			
2023	\$271,527	\$294,838	\$290,208
2028	\$289,441	\$325,013	\$321,683
<b>Per Capita Income</b>			
2023	\$38,208	\$45,348	\$47,345
2028	\$43,316	\$51,010	\$52,953
<b>Median Age</b>			
2010	33.1	34.6	34.2
2023	35.0	36.6	36.4
2028	35.9	37.4	37.3

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

3201 N Midland Dr, Midland, Texas, 79707  
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM  
Latitude: 32.01462  
Longitude: -102.14154

	1 mile	2 miles	3 miles
<b>2023 Households by Income</b>			
Household Income Base	6,825	18,846	32,403
<\$15,000	12.7%	8.3%	7.8%
\$15,000 - \$24,999	5.0%	3.0%	3.1%
\$25,000 - \$34,999	7.4%	6.1%	5.2%
\$35,000 - \$49,999	10.1%	10.8%	10.0%
\$50,000 - \$74,999	19.3%	15.1%	14.4%
\$75,000 - \$99,999	11.9%	10.7%	11.8%
\$100,000 - \$149,999	17.9%	21.4%	21.1%
\$150,000 - \$199,999	9.3%	13.4%	13.7%
\$200,000+	6.4%	11.1%	12.9%
Average Household Income	\$93,365	\$117,424	\$125,189
<b>2028 Households by Income</b>			
Household Income Base	6,976	19,524	33,685
<\$15,000	11.4%	7.2%	6.6%
\$15,000 - \$24,999	4.2%	2.4%	2.4%
\$25,000 - \$34,999	6.2%	5.0%	4.2%
\$35,000 - \$49,999	8.9%	9.2%	8.6%
\$50,000 - \$74,999	19.1%	14.4%	13.7%
\$75,000 - \$99,999	12.0%	10.7%	11.7%
\$100,000 - \$149,999	19.3%	22.6%	22.2%
\$150,000 - \$199,999	11.7%	16.1%	16.3%
\$200,000+	7.3%	12.3%	14.2%
Average Household Income	\$105,037	\$131,253	\$139,130
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	3,441	11,887	21,883
<\$50,000	0.4%	0.9%	2.0%
\$50,000 - \$99,999	0.2%	0.4%	1.4%
\$100,000 - \$149,999	2.3%	1.3%	2.3%
\$150,000 - \$199,999	5.6%	6.2%	9.5%
\$200,000 - \$249,999	28.3%	21.7%	19.6%
\$250,000 - \$299,999	30.5%	21.8%	18.9%
\$300,000 - \$399,999	19.6%	25.8%	23.6%
\$400,000 - \$499,999	5.8%	11.7%	10.4%
\$500,000 - \$749,999	6.7%	9.3%	10.5%
\$750,000 - \$999,999	0.4%	0.5%	1.0%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$301,482	\$332,485	\$329,934
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	3,563	12,426	22,944
<\$50,000	0.1%	0.1%	0.3%
\$50,000 - \$99,999	0.0%	0.0%	0.1%
\$100,000 - \$149,999	0.1%	0.1%	0.1%
\$150,000 - \$199,999	1.4%	1.9%	4.6%
\$200,000 - \$249,999	24.0%	18.3%	18.0%
\$250,000 - \$299,999	30.9%	21.8%	20.6%
\$300,000 - \$399,999	25.5%	31.1%	28.8%
\$400,000 - \$499,999	8.2%	15.3%	13.6%
\$500,000 - \$749,999	9.3%	10.4%	12.1%
\$750,000 - \$999,999	0.4%	0.5%	1.1%
\$1,000,000 - \$1,499,999	0.0%	0.5%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$329,989	\$357,631	\$361,140

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

3201 N Midland Dr, Midland, Texas, 79707  
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM  
Latitude: 32.01462  
Longitude: -102.14154

	1 mile	2 miles	3 miles
<b>2010 Population by Age</b>			
Total	17,150	45,021	75,570
0 - 4	8.0%	7.7%	7.8%
5 - 9	6.2%	6.6%	7.0%
10 - 14	5.9%	6.5%	6.9%
15 - 24	15.7%	14.3%	14.3%
25 - 34	16.9%	15.5%	15.1%
35 - 44	11.1%	11.7%	11.8%
45 - 54	13.2%	14.2%	14.2%
55 - 64	10.5%	11.1%	11.0%
65 - 74	5.3%	5.6%	5.5%
75 - 84	4.8%	4.9%	4.7%
85 +	2.4%	1.9%	1.7%
18 +	76.2%	75.3%	74.1%
<b>2023 Population by Age</b>			
Total	16,827	48,632	85,832
0 - 4	6.9%	6.7%	6.8%
5 - 9	6.5%	6.7%	7.0%
10 - 14	6.2%	6.6%	6.9%
15 - 24	12.8%	12.1%	12.4%
25 - 34	17.6%	15.5%	14.8%
35 - 44	12.9%	13.5%	13.6%
45 - 54	9.8%	10.7%	10.8%
55 - 64	10.7%	11.9%	12.1%
65 - 74	9.1%	9.2%	9.0%
75 - 84	4.9%	4.8%	4.6%
85 +	2.6%	2.2%	2.0%
18 +	77.2%	76.5%	75.6%
<b>2028 Population by Age</b>			
Total	17,057	50,065	88,642
0 - 4	7.1%	6.8%	6.9%
5 - 9	6.3%	6.5%	6.8%
10 - 14	6.1%	6.6%	6.9%
15 - 24	13.3%	12.4%	12.4%
25 - 34	15.7%	14.0%	13.5%
35 - 44	14.0%	14.3%	14.4%
45 - 54	10.3%	11.3%	11.4%
55 - 64	9.0%	9.9%	10.1%
65 - 74	9.5%	10.1%	10.0%
75 - 84	5.7%	5.6%	5.4%
85 +	2.9%	2.5%	2.3%
18 +	77.1%	76.5%	75.6%
<b>2010 Population by Sex</b>			
Males	8,422	22,018	36,882
Females	8,729	23,005	38,687
<b>2023 Population by Sex</b>			
Males	8,331	23,970	42,296
Females	8,494	24,661	43,538
<b>2028 Population by Sex</b>			
Males	8,426	24,593	43,564
Females	8,631	25,473	45,080

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

3201 N Midland Dr, Midland, Texas, 79707  
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM  
Latitude: 32.01462  
Longitude: -102.14154

	1 mile	2 miles	3 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	17,151	45,022	75,568
White Alone	79.4%	83.3%	81.8%
Black Alone	6.1%	4.5%	4.5%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	2.6%	2.2%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.9%	7.2%	8.9%
Two or More Races	2.3%	2.2%	2.4%
Hispanic Origin	25.3%	23.0%	28.2%
Diversity Index	60.0	54.6	59.6
<b>2020 Population by Race/Ethnicity</b>			
Total	16,220	47,580	83,704
White Alone	62.3%	66.8%	65.1%
Black Alone	7.6%	5.5%	5.4%
American Indian Alone	0.8%	0.8%	0.8%
Asian Alone	5.9%	4.1%	3.4%
Pacific Islander Alone	0.2%	0.1%	0.2%
Some Other Race Alone	8.2%	7.4%	9.3%
Two or More Races	15.1%	15.3%	15.9%
Hispanic Origin	30.5%	29.2%	33.5%
Diversity Index	75.4	71.8	74.4
<b>2023 Population by Race/Ethnicity</b>			
Total	16,825	48,631	85,835
White Alone	59.8%	64.6%	63.3%
Black Alone	8.4%	6.0%	5.8%
American Indian Alone	0.8%	0.8%	0.8%
Asian Alone	6.3%	4.4%	3.7%
Pacific Islander Alone	0.2%	0.1%	0.2%
Some Other Race Alone	8.6%	7.9%	9.7%
Two or More Races	15.9%	16.1%	16.5%
Hispanic Origin	32.1%	30.9%	34.7%
Diversity Index	77.4	73.9	75.8
<b>2028 Population by Race/Ethnicity</b>			
Total	17,057	50,065	88,642
White Alone	57.0%	62.0%	60.8%
Black Alone	9.0%	6.4%	6.2%
American Indian Alone	0.8%	0.9%	0.9%
Asian Alone	7.1%	5.0%	4.1%
Pacific Islander Alone	0.2%	0.1%	0.2%
Some Other Race Alone	9.1%	8.4%	10.3%
Two or More Races	16.7%	17.2%	17.5%
Hispanic Origin	33.1%	32.1%	35.9%
Diversity Index	79.1	75.9	77.5
<b>2010 Population by Relationship and Household Type</b>			
Total	17,150	45,023	75,569
In Households	98.2%	99.1%	99.0%
In Family Households	78.0%	82.0%	84.0%
Householder	26.0%	27.0%	26.8%
Spouse	18.8%	20.9%	20.7%
Child	28.1%	29.8%	31.5%
Other relative	2.9%	2.6%	3.0%
Nonrelative	2.2%	1.7%	1.9%
In Nonfamily Households	20.2%	17.1%	15.0%
In Group Quarters	1.8%	0.9%	1.0%
Institutionalized Population	0.6%	0.2%	0.2%
Noninstitutionalized Population	1.2%	0.7%	0.7%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

3201 N Midland Dr, Midland, Texas, 79707  
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM  
Latitude: 32.01462  
Longitude: -102.14154

	1 mile	2 miles	3 miles
<b>2023 Population 25+ by Educational Attainment</b>			
Total	11,376	32,980	57,416
Less than 9th Grade	3.9%	3.5%	4.7%
9th - 12th Grade, No Diploma	3.9%	4.2%	4.6%
High School Graduate	25.0%	20.6%	18.3%
GED/Alternative Credential	6.6%	4.4%	5.4%
Some College, No Degree	16.7%	18.6%	19.3%
Associate Degree	12.5%	10.4%	9.1%
Bachelor's Degree	24.1%	27.6%	28.2%
Graduate/Professional Degree	7.4%	10.7%	10.5%
<b>2023 Population 15+ by Marital Status</b>			
Total	13,521	38,885	68,067
Never Married	32.7%	28.4%	27.1%
Married	53.1%	59.3%	59.4%
Widowed	4.5%	4.5%	4.6%
Divorced	9.7%	7.8%	8.9%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	9,802	28,631	49,664
Population 16+ Employed	97.9%	98.4%	98.5%
Population 16+ Unemployment rate	2.1%	1.6%	1.5%
Population 16-24 Employed	15.0%	13.5%	14.2%
Population 16-24 Unemployment rate	3.2%	4.4%	3.9%
Population 25-54 Employed	61.1%	61.2%	60.8%
Population 25-54 Unemployment rate	2.5%	1.6%	1.2%
Population 55-64 Employed	15.1%	16.3%	16.1%
Population 55-64 Unemployment rate	0.3%	0.2%	0.6%
Population 65+ Employed	8.8%	9.0%	8.9%
Population 65+ Unemployment rate	0.0%	0.2%	1.1%
<b>2023 Employed Population 16+ by Industry</b>			
Total	9,599	28,162	48,926
Agriculture/Mining	9.1%	13.3%	14.1%
Construction	3.7%	5.0%	6.0%
Manufacturing	8.6%	6.8%	5.8%
Wholesale Trade	1.7%	2.5%	2.6%
Retail Trade	17.5%	13.3%	12.3%
Transportation/Utilities	5.2%	5.4%	6.1%
Information	0.6%	0.8%	0.7%
Finance/Insurance/Real Estate	6.2%	6.0%	6.2%
Services	43.4%	43.6%	43.5%
Public Administration	4.1%	3.3%	2.8%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	9,600	28,161	48,924
White Collar	59.3%	66.2%	65.4%
Management/Business/Financial	18.4%	21.5%	21.2%
Professional	17.4%	23.1%	23.9%
Sales	13.8%	12.4%	11.2%
Administrative Support	9.7%	9.2%	9.1%
Services	13.4%	10.9%	11.7%
Blue Collar	27.4%	22.9%	22.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	5.3%	6.8%	7.6%
Installation/Maintenance/Repair	5.6%	4.2%	3.6%
Production	6.5%	4.3%	3.9%
Transportation/Material Moving	10.0%	7.6%	7.6%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

3201 N Midland Dr, Midland, Texas, 79707  
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM  
Latitude: 32.01462  
Longitude: -102.14154

	1 mile	2 miles	3 miles
<b>2010 Households by Type</b>			
Total	7,302	18,606	29,819
Households with 1 Person	32.3%	29.1%	27.1%
Households with 2+ People	67.7%	70.9%	72.9%
Family Households	60.7%	65.3%	67.9%
Husband-wife Families	43.8%	50.7%	52.5%
With Related Children	18.5%	22.5%	24.2%
Other Family (No Spouse Present)	16.9%	14.5%	15.4%
Other Family with Male Householder	4.6%	4.0%	4.2%
With Related Children	2.8%	2.4%	2.7%
Other Family with Female Householder	12.3%	10.6%	11.2%
With Related Children	9.2%	7.6%	8.0%
Nonfamily Households	7.0%	5.6%	5.0%
All Households with Children	31.1%	33.0%	35.3%
Multigenerational Households	2.5%	2.8%	3.6%
Unmarried Partner Households	7.4%	5.8%	5.7%
Male-female	6.7%	5.2%	5.1%
Same-sex	0.7%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	7,302	18,607	29,820
1 Person Household	32.3%	29.1%	27.1%
2 Person Household	34.0%	34.4%	33.6%
3 Person Household	15.6%	15.7%	16.0%
4 Person Household	10.8%	12.7%	13.5%
5 Person Household	5.1%	5.6%	6.3%
6 Person Household	1.6%	1.7%	2.2%
7 + Person Household	0.6%	0.8%	1.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	7,303	18,606	29,818
Owner Occupied	49.9%	60.8%	65.7%
Owned with a Mortgage/Loan	33.2%	40.8%	43.5%
Owned Free and Clear	16.7%	20.0%	22.2%
Renter Occupied	50.1%	39.2%	34.3%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	93	114	123
Percent of Income for Mortgage	24.2%	19.9%	18.5%
Wealth Index	73	111	124
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	7,808	19,867	31,601
Housing Units Inside Urbanized Area	100.0%	99.7%	98.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	1.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	17,151	45,023	75,569
Population Inside Urbanized Area	100.0%	99.6%	99.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.4%	1.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

3201 N Midland Dr, Midland, Texas, 79707  
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM  
Latitude: 32.01462  
Longitude: -102.14154

	1 mile	2 miles	3 miles
<b>Top 3 Tapestry Segments</b>			
1.	In Style (5B)	Bright Young Professionals (8C)	Bright Young Professionals (8C)
2.	Bright Young Professionals (8C)	In Style (5B)	In Style (5B)
3.	Young and Restless (11B)	Young and Restless (11B)	Professional Pride (1B)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$13,496,400	\$46,009,689	\$84,179,922
Average Spent	\$1,977.49	\$2,441.35	\$2,597.91
Spending Potential Index	90	111	118
Education: Total \$	\$10,682,590	\$37,343,636	\$68,030,597
Average Spent	\$1,565.21	\$1,981.52	\$2,099.52
Spending Potential Index	87	110	117
Entertainment/Recreation: Total \$	\$22,236,674	\$77,116,288	\$141,241,696
Average Spent	\$3,258.12	\$4,091.92	\$4,358.91
Spending Potential Index	86	108	115
Food at Home: Total \$	\$40,803,357	\$139,042,485	\$254,746,904
Average Spent	\$5,978.51	\$7,377.82	\$7,861.83
Spending Potential Index	88	108	116
Food Away from Home: Total \$	\$22,975,820	\$78,311,535	\$143,807,964
Average Spent	\$3,366.42	\$4,155.34	\$4,438.11
Spending Potential Index	90	112	119
Health Care: Total \$	\$43,093,035	\$148,715,384	\$274,289,435
Average Spent	\$6,314.00	\$7,891.08	\$8,464.94
Spending Potential Index	86	107	115
HH Furnishings & Equipment: Total \$	\$17,722,521	\$61,363,875	\$112,339,993
Average Spent	\$2,596.71	\$3,256.07	\$3,466.96
Spending Potential Index	88	110	117
Personal Care Products & Services: Total \$	\$5,931,787	\$20,281,213	\$36,971,783
Average Spent	\$869.13	\$1,076.15	\$1,141.00
Spending Potential Index	91	113	119
Shelter: Total \$	\$150,365,756	\$516,435,016	\$942,862,448
Average Spent	\$22,031.61	\$27,402.90	\$29,098.00
Spending Potential Index	89	111	117
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$18,501,888	\$64,998,283	\$119,333,606
Average Spent	\$2,710.90	\$3,448.92	\$3,682.79
Spending Potential Index	87	110	118
Travel: Total \$	\$13,383,597	\$47,043,544	\$85,887,636
Average Spent	\$1,960.97	\$2,496.21	\$2,650.61
Spending Potential Index	87	111	118
Vehicle Maintenance & Repairs: Total \$	\$8,042,873	\$27,294,394	\$50,072,565
Average Spent	\$1,178.44	\$1,448.29	\$1,545.31
Spending Potential Index	90	111	118

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.